

THE ROLE OF ELEARNING APPLICATIONS  
WITHIN THE TOURISM  
AND HOSPITALITY SECTOR:  
ELEARNING COURSES FOR TRAVEL AGENTS

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*There are some DMOs that offer training and accreditation online to retail travel agents to become*  
***'destination specialists'***

*(Handbook on e-Marketing for Tourism Destinations, UNWTO, 2008)*

## DMOs / NTOs...

- thanks to ICTs got a direct contact with travelers / prospects
- have been perceived (and maybe have become) as a threat to intermediaries
- but...
- ... are realizing that travel agents
- ✓ are not (AT ALL) their enemies
- ✓ are still alive and could be allies
- ✓ should be involved also through internet-supported B2B initiatives

## Brick and Mortar Travel Trade

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- have lost market-share, and many disappeared, especially in economically advanced countries (where FIT do live)
- ✓ too early to declare their end
- ✓ do still play a major role in developing markets and for specific segments...
- have embraced ICTs as pioneers, but then started to feel threatened by them
- are striving to find their place in the new eTourism context



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SEPTEMBER 7, 2014, 9:00 AM

**D**on't count travel agents out just yet.

Although online travel websites like Orbitz and Travelocity are now responsible about 70% of travel booking in the U.S., the folks who work out of brick-and-mortar travel agencies are reporting booming sales.

Travel agents say revenues, bookings and the total number of clients are up in the first half of 2014 compared with the same period last year, according to a survey by the American Society of Travel Agents, which represents nearly 6,000 travel agents across the country.

## Photos



Daytime talk show host, comedian and Academy Awards show host Ellen DeGeneres led the list of celebrities whose homes tourists most wanted to see in 2013. The list is compiled by Starline Tours, the largest celebrity tour bus company in Los Angeles.

Of the agents questioned in the survey, 47% reported higher revenue, with 27% saying revenue has remained about the same as last year. Also, 45% reported more transactions this year, with 30% saying business has been about the same.

The surge in business for travel agents may be a sign that Americans—encouraged by an improved economy and higher home values—are turning to travel agents to plan more intricate vacations, according to travel agents.

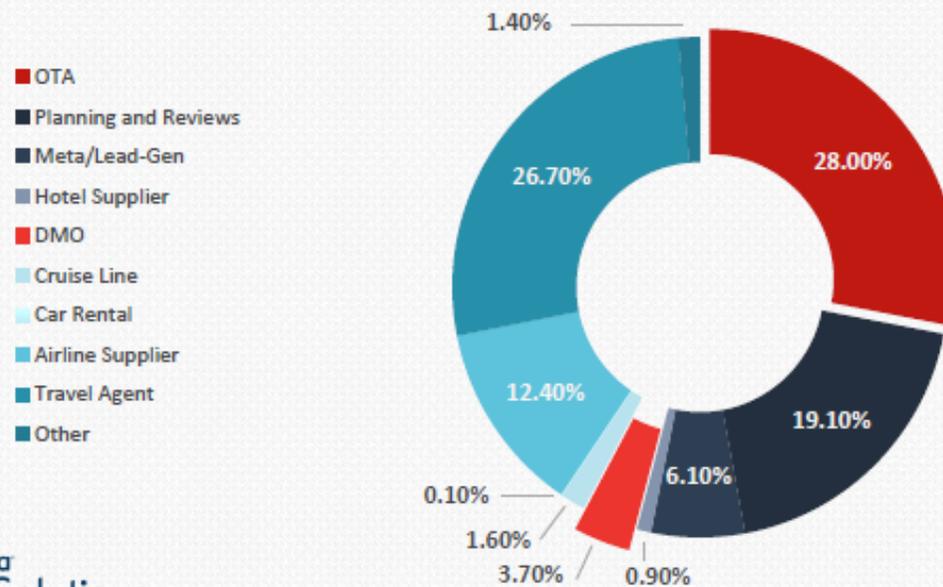
“You book an airline seat or a hotel online,” said Jay Johnson, owner of Coastline Travel Advisors in Garden Grove. “But if you want to do something more

exotic like go to Buton in Indonesia, you want to talk to an expert.”

# OTAs, Planning & Reviews and Traditional Travel Agent Sites are Most Visited

## Share of Visits by Travel Category

(Share of segment's total travel visits claimed by each travel category, Aug'13-Jan'14 aggregate)



Read as: 3.7% of all visits to Travel Sites made by segment members were attributed to DMOs

# Prospects / travellers

- some have embraced with enthusiasm ICTs
- others are (getting) confused by info overload
  - ▣ looking for assistance
- others do not have access (yet)

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Last updated: 07:00 PM ET, Fri September 05 2014

## Survey Says: More Affluent Travelers Plan to Use Travel Agents

TRAVEL AGENT | JAMES SHILLINGLAW | SEPTEMBER 05, 2014

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FEATURED VIDEO

What's happening to the affluent travel market here in the U.S.? The latest 2014

## Destinational eLearning Courses. Facts & Figures

Between 2009 and 2012 almost doubled.

*As of now:*

**eLearning offers by NTOs: 75**

**Target public:** Travel Agents and Tour Operators

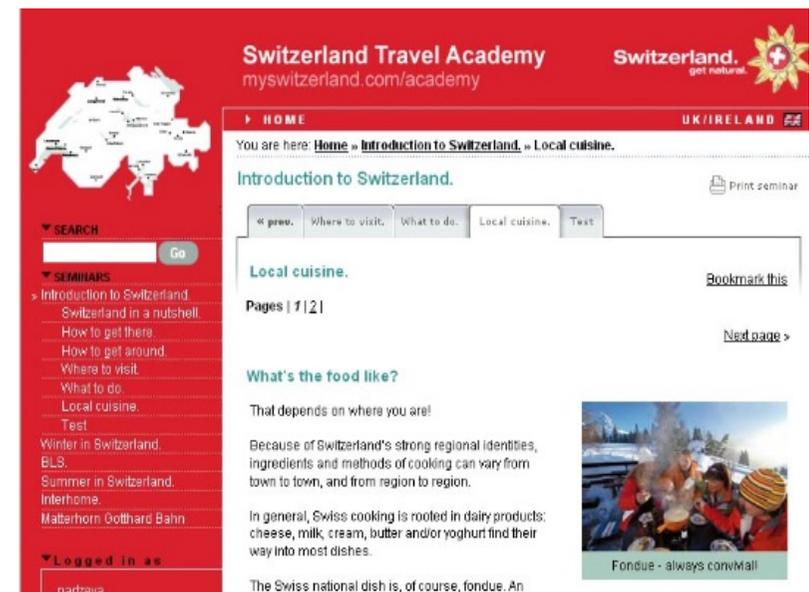
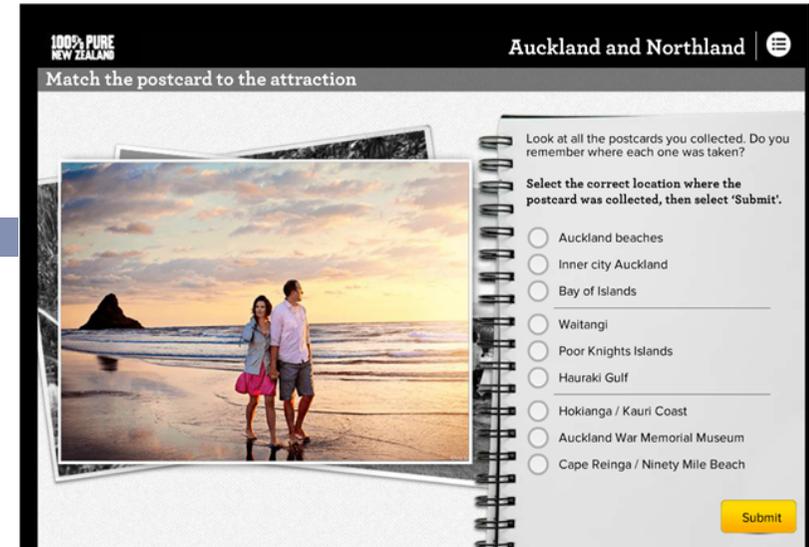
**Providers:** DMOs (including the city level!)

**Teaching/learning strategy:** self-study, asynchronous mode

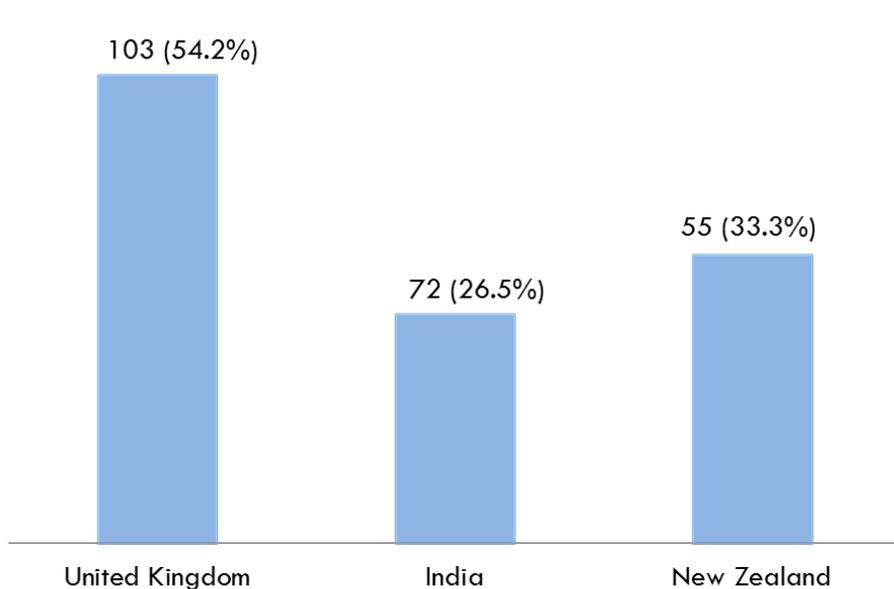


# How they work

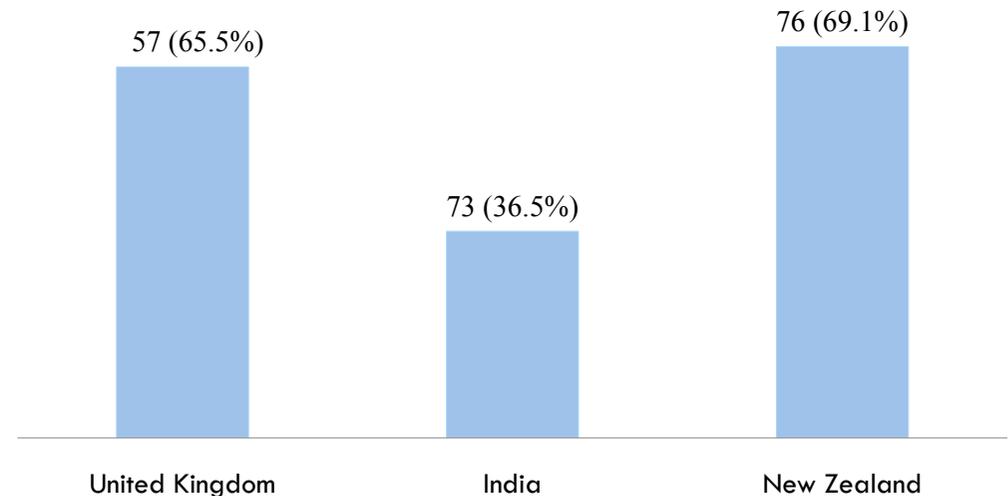
- Contents
  - ▣ Geography, Culture, Languages, Traditions, Accommodation, Transportation, Formalities, Itinerary Planning, Selling tips
- Incentives
  - ▣ certificate
  - ▣ suggested travel consultants' list
  - ▣ promotional gadgets
  - ▣ discounts
  - ▣ invitations to educational trips



# Participation and awareness in three markets



*Participation in destinational eLearning courses*



*Awareness about destinational eLearning courses among those who haven't participated*

# Motivations

## NTOs

- coordinate industry partners
- curate brand identity
- enhance educational opportunities among trade partners globally
- save on training and trade partnership costs
- help travel trade to effectively plan, promote and sell the destination
- provide credibility to travel agents through certification

## Travel Trade

- upgrade knowledge and skills
- overcome competition
- satisfy the needs of a new consumer
- study online (from office/home) as unable to leave the enterprise for in-present trainings, workshop, road shows
- get certified

# The case of Ticino Switzerland Travel Specialist

- www.ticino.ch/e-learning
  - ▣ Total number of users: 650
  - ▣ Certified users: 281



Ticino Turismo certifies

nadzeja kalbaska

as a qualified Ticino Switzerland Travel Specialist  
for having successfully completed  
the Ticino eLearning course.

Congratulations!



Elia Frappoli  
President

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# Thanks!

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**More info:**

[www.elearning4tourism.com](http://www.elearning4tourism.com)

To try a course:

[www.ticino.ch/e-learning](http://www.ticino.ch/e-learning)



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